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Social Media Optimization for Your Business

What is social media? It is any form of online presence that allows social interaction. These are websites that exist based on the quantity and quality of user participation and usually contain user-generated content. These sites allow sharing and discussion of any type of information among different individuals, which are proving to be beneficial for businessmen.

Social Media Optimization

SMO is a method of increasing website activity to attract unique visitors. SMO makes use of social media features that are added to the content, including RSS feeds, share buttons, user ratings, polling tools, social news, and third-party community functionalities. It also involves promotional activities aside from the primary content, such as participating in discussion groups, blogging and updating posts on profiles.

SMO connects entities through sharing activities. It allows businesses to share information through a broader channel in a less expensive manner compared to the traditional methods of communication and distribution.

This optimization technique is considered a vital player in the efficiency of reputation management strategies. With online social networking, entrepreneurs can start any business and place it on a social networking site where it will increase its online visibility and brand awareness. Actively participating in social activities will also help increase their exposure and in turn, their revenues.

SMO is a technique used to enhance marketing, brand building, recruitment and other business development efforts. More and more businesses are beginning to understand the value of integrating social media into their marketing efforts.

SMO for your Business

Facebook, LinkedIn and Twitter are just a few of the many networking sites that entrepreneurs can use to optimize their businesses. To get the most of these sites, one has to create newsworthy events and build a loyal network. Promote your products and services through tweets, status updates, blog posts, and videos so you can attract the attention of your target audience. Plus, since you have already established a network, these fans and followers can share and further promote your message to their own contacts.

For example, using LinkedIn, businessmen can join communities based on similar interests. Entrepreneurs who belong to the same group can share information and engage in productive discussions regarding market practices and business development, among others.

There are several benefits that SMO can give your business. These social networks help businesses build relationships and communities, thereby giving them more exposure and increasing the probability of hitting their targeted markets. These networks also allow free advertising of one's products or services by simply posting them in your profiles, blogs, and status updates. Thus, you will have fewer costs for greater exposure.

Also, using social media correctly can help increase site traffic, which in turn will increase returns of investments. The more visits your site receives, the faster the information will spread, and the more people you can convince to avail of your services or buy your products.

Getting Started

To get started, one has to create a business profile for Twitter, Facebook and LinkedIn. Profiling your business on several social bookmarking sites, such as Digg and Delicious, would also help.

Once you have your accounts ready, choose contacts that will be beneficial for your business. Build a community of credible affiliates, fans and followers. Set your profile into public mode so that your profile can be accessed and viewed by people other than your own contacts.

When your profiles are set, you can begin to tweet, post status updates, join discussions, and share articles. Make sure that your tweets or posts are relevant and will add value to your business. For example, if you are selling anti-aging products, tweet about new research findings regarding the use of organic ingredients to delay aging.

Keep in mind that besides selling your product, you are actually sharing valuable information that will be helpful to your audience. You have to give these social network users a hand when they decide who they follow or who to become a fan of by letting them know that you can give them relevant and valuable information. Make sure you do not invade their personal online space with hard selling or they can cut you out.

If you are unsure as to what you will tweet or post on your profile, you can start feeling your way around by following other “Tweet”-ers or liking Facebook profiles that are similar to yours. Their accounts will give you ideas on how to proceed.

When you’ve finally personalized and established your accounts, add their URLs to your other marketing efforts. For example, you can add your LinkedIn URL on your e-mail signature.

Learning to use social media and taking advantage of all the tools at your disposal will do more than just make you popular. If you optimize your social media accounts effectively, it will also increase your bottom line.